

A. G. Contract No. KP98 1780TRN  
ADOT ECS File: JPA 98-130  
Project: CM-900-0(189)/H5101 01X  
Section: FY98-99 Regional  
Rideshare Program

INTERGOVERNMENTAL AGREEMENT  
BETWEEN

THE STATE OF ARIZONA  
AND

MARICOPA COUNTY  
REGIONAL PUBLIC TRANSPORTATION AUTHORITY

THIS AGREEMENT is entered into 14 SEPTEMBER 1998,  
pursuant to Arizona Revised Statutes Section 11-952 through 11-  
954 as amended, between the STATE OF ARIZONA, acting by and  
through its DEPARTMENT OF TRANSPORTATION (the "State") and the  
REGIONAL PUBLIC TRANSPORTATION AUTHORITY, acting by and through  
its Executive Director (the "RPTA").

I. RECITALS

1. The State is empowered by Arizona Revised Statutes  
Section 28-401 and 28-334 to enter into this agreement and has by  
resolution, a copy of which is attached hereto and made a part  
hereof, resolved to enter into this agreement and has delegated  
to the undersigned the authority to execute this agreement on  
behalf of the State.

2. The RPTA is empowered by Arizona Revised Statutes  
Section 28-2512, 28-2513 and 28-2611 to enter into this agreement  
and has authorized the undersigned to execute this agreement on  
behalf of the RPTA.

3. The federal government has made funds available to the  
State for the use of RPTA for the regional rideshare program. The  
State and the RPTA desire to define their respective  
responsibilities relating to the transfer of up to \$394,000.00  
thru the State to the RPTA and the expenditure thereof for the  
regional rideshare program.

THEREFORE, in consideration of the mutual agreements expressed  
herein, it is agreed as follows:

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NO. 22660  
Filed with the Secretary of State  
Date Filed: 09/14/98

Petrey Bayless  
Secretary of State

By Dick V. Greenwood

## II. SCOPE

### 1. The State will:

Provide the RPTA federal funds in the amount of up to \$394,000.00, on a monthly cost reimbursement basis for activities performed relating to the Regional Rideshare program.

### 2. The RPTA will:

a. Apply funding to project work activities in strict accordance with applicable Federal and State laws, rules and regulations.

b. Issue requests for proposals, and hire consultants as required to perform related work activities. Conduct related work activities generally in accordance with Attachment A, which is incorporated herein and made a part hereof. Be responsible for any consultant claims for extra compensation.

c. Invoice the State for reimbursement no more often than monthly, supported by narrative reports, in a total amount not to exceed \$394,000.00.

## III. MISCELLANEOUS PROVISIONS

1. The only interest of the Arizona Department of Transportation in this agreement is to convey federal pass through funds for the use and benefit of the RPTA by reason of State and Federal law under which funds for the activities are authorized to be expended.

2. This agreement is contingent upon the availability of federal funds to support the program, and shall remain in force and effect until completion of said activities and reimbursements; provided, however, that this agreement may be cancelled at any time prior to the commencement of performance, upon thirty (30) days written notice to the other party.

3. Should the work contemplated under this agreement be completed at a lower cost than the reimbursed amount, or for any other reason should any of these funds not be expended, a proportionate amount of the funds provided shall be reimbursed to the State.

4. This agreement shall become effective upon filing with the Secretary of State.

5. This agreement may be cancelled in accordance with Arizona Revised Statutes Section 38-511.

6. The provisions of Arizona Revised Statutes Section 35-214 are applicable to this contract.

7. In the event of any controversy which may arise out of this agreement, the parties hereto agree to abide by required arbitration as is set forth in Arizona Revised Statutes Section 12-1518.

8. All notices or demands upon any party relating to this agreement shall be in writing and shall be delivered in person or sent by mail addressed as follows:

Arizona Department of Transportation  
Joint Project Administration  
205 South 17 Avenue, Mail Drop 616E  
Phoenix, AZ 85007

Regional Public Transportation Authority  
Executive Director  
302 N. 1st Avenue Suite 700  
Phoenix, AZ 85003


9. Attached hereto and incorporated herein is the written determination of legal counsel that the parties are authorized under the laws of this State to enter into this agreement and that the agreement is in proper form.

IN WITNESS WHEREOF, the parties have executed this agreement the day and year first above written.

REGIONAL PUBLIC  
TRANSPORTATION AUTHORITY

STATE OF ARIZONA  
Department of Transportation

By

  
G. KENNETH DRIGGS  
Executive Director

By

  
JAY KLAGGE, Director  
Transportation Planning

RESOLUTION

BE IT RESOLVED on this 3rd day of August 1998, that I, the undersigned MARY E. PETERS, as Director of the Arizona Department of Transportation, have determined that it is in the best interests of the State of Arizona that the Department of Transportation, acting by and through the Intermodal Transportation Division, to enter into an agreement with the Maricopa County Regional Public Transportation Authority for the purpose of defining responsibilities for conducting the FY98 - 99 Regional Rideshare Program.

Therefore, authorization is hereby granted to draft said agreement which, upon completion, shall be submitted to the Director of Transportation Planning for approval and execution.

A handwritten signature in black ink, appearing to read 'D. Allocco', is written over a horizontal line.

DAVID ALLOCCO, Manager  
Engineering Technical Group  
for Mary E. Peters, Director

**JPA 98-130**

BE IT RESOLVED on this day, that I, G. Kenneth Driggs, as Executive Director of the Regional Public Transportation Authority, have determined it is in the best interests of the Regional Public Transportation Authority, to enter into an agreement with the Arizona Department of Transportation, Highways Division, for the purpose of defining responsibilities for the FY 99 Regional Ridesharing Program.

Dated this 17<sup>th</sup>, day of August, 1998

By:

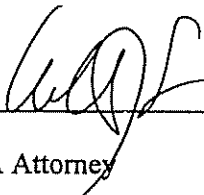
A handwritten signature in dark ink, appearing to read "G. Kenneth Driggs", written over a horizontal line.

G. Kenneth Driggs, Executive Director  
Regional Public Transportation Authority

APPROVAL OF THE RPTA ATTORNEY

I have reviewed the above referenced proposed intergovernmental agreement, between the DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, and the REGIONAL PUBLIC TRANSPORTATION AUTHORITY and declare this agreement to be in proper form and within the powers and authority granted to the RPTA under the State of Arizona.

DATED this 13 day of August, 1998.

  
\_\_\_\_\_  
RPTA Attorney

## Rideshare/Travel Reduction

### Program Description:

The Regional Ridesharing Program coordinates with employers, local jurisdictions, and the general public to encourage commuters to use a variety of options to the single occupant vehicle. Maricopa County administers the legislatively mandated Trip Reduction Program and contracts with the RPTA to assist employers affected by the TRP. Capitol Rideshare is one of the premier employer-sponsored rideshare and trip reduction programs and provides a variety of services and incentives for state employees.

As part of the Regional Rideshare Program, RPTA offers a free ridematching service to commuters interested in carpooling, vanpooling, and bicycling to work; manages and subsidizes a vanpool program; and conducts the Clean Air Campaign.

Maricopa County administers the TRP to over 1,250 Valley organizations involved in the Trip Reduction Program (TRP) and notifies them of the requirements and schedules for surveying and plan submittal. They also have a comprehensive monitoring program that ensures compliance with plan implementation.

Capitol Rideshare encourages state employees in Maricopa County to use alternate modes of transportation through education and incentives. Capitol Rideshare conducts the annual trip reduction survey for state employees, oversees the state's participation in the Clean Air Campaign, administers a benefits package for state employees who use alternate modes twice a week, provides bus and vanpool subsidies to state employees, and provides state employees with matching services using RPTA's matching system.

Valley Metro Rideshare provides support services to the TRP employers whereby they receive one-on-one assistance as they conduct their annual

TRP survey, write their trip reduction plan, and market and implement the strategies in their plan. RPTA offers monthly training to transportation coordinators from TRP organizations, provides marketing materials such as posters and brochures, and works with 13 Transportation Management Associations across the Valley.

Computerized carpool matching services are available to commuters in Maricopa County. Those interested in sharing the ride to work need only call 262-RIDE to add their name to the database. Within two to three working days, they receive a list of potential carpool matches, bus route information, and a computer-produced map showing the location of the people on their matchlist.

The RPTA also provides a subsidized vanpool program. Groups of employees who live in the same general area and share a 15 mile or longer one-way commute to the same (or proximate) work site make an ideal vanpool group. A popular commute mode, there are nearly 130 vanpools on the road in Maricopa County.

The Clean Air Campaign sponsors promotional events designed to help encourage use of alternative modes. An on-going media relations program emphasizes employer programs and individual participation in the commute options. Advertising messages encourage increased use of alternative modes of transportation and provide solutions to reducing air pollution. The Campaign also develops and mails rideshare and air quality kits to TRP employers three times a year. Detail for the funding outside MAG can be found in the schedule entitled "Total Regional Planning Funds."

## Mission Statement

The mission of the Regional Ridesharing Program is to provide outstanding services, programs, and materials that inspire citizen involvement and action to reduce air pollution and traffic congestion.

### Did You Know?

A large portion of Valley residents said that the Clean Air campaign did influence them to take action... it does appear that the campaign is also having an impact beyond the employed community.

-Westgroup Research Study, 1997

## 1997-1998 Accomplishments

- ⌞ Awareness of the Clean Air Campaign and related news stories and public service announcements increased dramatically in 1997—from 54% in 1996 to 82% in 1997. This is the highest level of awareness measured since 1993.
- ⌞ Approximately two-thirds (65%) of those aware of the Clean Air Campaign reported that they had taken steps to reduce air pollution in response to the information presented in the advertisements or news stories.
- ⌞ After remaining constant for three years, the percentage of people who use an alternative mode of transportation exclusively to commute increased from 11% to 15%.
- ⌞ The percentage of those using an alternative mode or schedule at least one day a week has also been climbing steadily since 1993 and, overall, has increased 25% and is now 43% of non home-based employed. Consequently, in the same time period, the percentage of those who only drive alone to work has decreased from 74% to 66%.
- ⌞ When extrapolating the percentage of alternative mode users to actual employment numbers for Maricopa County, the number of people using alternative modes has increased at a faster rate (42%) than the population of employed persons has increased as a whole (25%) since 1993.
- ⌞ In total, approximately 5.6 million vehicle miles (about 20% of the total possible vehicle miles) were saved or not driven daily or 1.5 billion miles per year in 1997 because employees used an alternative mode of transportation, worked at home, or worked a compressed work schedule. This results in the release of approximately 100 fewer tons of pollution into the air each day or 27,000 tons per year.
- ⌞ Through Valley Metro Rideshare formal training, in-house training, and mini-training sessions, 545 people from 269 employers (338 sites) learned about the many aspects of the Trip Reduction Program. Fifty-nine training classes were held during the fiscal year.
- ⌞ RPTA representatives provided over 5,000 technical assistance contacts to TRP employers, including 4,662 phone contacts and 461 on-site visits.
- ⌞ RPTA representatives facilitated over 100 employee-oriented presentations and events reaching over 6,000 people.



The Valley Metro Vanpool Program experienced a growth rate of 20.5% during fiscal year 1996-97 increasing from 102 vans at the start of the year to 123 vans at the end of the year.

- Use brochures, presentations, and training to promote telecommuting and compressed work schedules.

#### Outcome Measures

- Increase commuter use of alternative modes—one or more days per week—from 43% to 46% by 2000:

The Valley Metro website expanded significantly and now includes the training schedule, the TRP plan format, and portions of the TRP training manual including information and applications for the new TRP Equivalent Emissions Reduction credit.

The Capitol Rideshare data has also shown dramatic increases in participation; particularly among vanpool and bus riders. In fiscal year 1996-97, the number of state vanpoolers increased 360%. Six months into fiscal year 1997-98, vanpool ridership has increased another 40%. Bus ridership increased by 22.6% during fiscal year 1996-97 compared to the prior fiscal year.

#### FY 1999 Objectives

Deliver quality commuter services and programs to customers.

- Maintain an up-to-date rideshare database.
- Encourage employers to conduct rideshare promotions for carpool, vanpool, bus, bike and walk.
- Promote Bus Card Plus to employers.
- Encourage employers to implement TRP strategies that promote alternative mode use such as subsidized commutes, preferential parking, and guaranteed ride home.
  - Increase commuter use of public transportation (bus) by 2000 riders
  - Increase number of people who commute by carpool, vanpool, bike, and walk by 24,000
  - Increase number of telecommuters by 8,000.

Develop high quality communication messages and materials that promote increased use of commute alternatives.

- Utilize paid TV, radio, and print (PSA) media to convey rideshare messages to the public.

- Present a unified message through coordination of messages and programs with other air quality stakeholders.

- Develop public/media relations campaign and special events that focus attention on the positive impacts of and increased use of alternative modes and work options.

- Develop quality information and promotional materials for customers (employers, commuters, and the general public) that promote public acceptance and understanding of the need for travel demand strategies and encourages the use of alternative modes and work options.

#### Outcome Measures

- Achieve and maintain overall campaign awareness level at or above 85% or above 64% for radio and TV.
- Increase favorability of campaign to more than 79%.

Support public and private policies, amenities and facilities that enhance the use of commute alternatives.

- Promote the development and use of High Occupancy Vehicle Lanes and Facilities. Participate in the design concept process for new HOV projects and seek to have the projects programmed and in the TIP.

- Promote the adoption of transit, telecommuting, bicycle, and pedestrian-friendly amenities, infrastructure and facilities that will encourage increased use of transit, carpooling, bicycling, and walking.

- Assist Temporary Assistance to Needy Families (TANF) recipients by providing transportation information (Maricopa County STS vans, free bike program, how to ride the bus and how to read a bus book) to DES caseworkers and TANF trainers.

- Monitor and work with interested legislators that sponsor legislation that will encourage more employers to provide incentives for their employees who rideshare or telecommute.

#### Outcome Measures

- Have new HOV projects programmed in the TIP.
- Have some development plans approved with effective TDM measures included.
- Have well trained caseworkers who will be able to provide good information to TANF clients that results in them finding transportation options for work trips.
- Pass legislation that provides incentives for ridesharing or telecommuting.

Assist TRP employers in achieving their trip reduction goals by providing quality training, services, and programs.

- Provide outstanding training—including TRP information, data, materials, ideas, as well as inspiration and assistance—monthly throughout the Valley.

- Develop new trainings, workshops, and round tables to widen training appeal.

- Provide ongoing support to TRP employer: via telephone and site visits for all aspects of the trip reduction program requirement: (conducting surveys, writing and implementing a TRP plan, marketing alternative modes).

- Facilitate Transportation Management Association meetings, promote Clean Air Campaign events, and assist with employee events (transportation fairs, etc.)

Unified Planning Work Program & Annual Budget  
Rideshare/Travel Reduction



- ☞ Conduct presentations on Transportation Demand Management, telecommuting, and compressed work schedules to top management and TRP organization committees.
- ☞ Encourage training so at least 300 TRP employers attend at least one training event annually and 40% of new transportation coordinators will attend introductory training.
- ☞ Call 100% of TRP employers to offer assistance in plan writing.
- ☞ Promote and increase the number of TRP employers that subsidize bus fares (increase by 20 employers), subsidize vanpool fares (increase by 10 employers), offer or expand telecommuting (increase by 18 employers), offer or expand CWW (increase by 12 employers).
- ☞ Document eight new training/workshop events.
- ☞ Conduct up to 50 TDM presentations.

Outcome Measures

- Increase number of employers who achieve (or come closer to achieving) Trip Reduction Goal of 10%.

Reduce state employees' commute travel in single occupancy vehicles.

- ☞ By December 31, 1998, expand the State of Arizona Telecommuting Program to include all state agencies, boards and commissions and train an additional 1,500 telecommuters.
- ☞ By May 10, 1999, administer the tenth annual travel reduction survey and achieve an 80 percent response rate.
- ☞ By June 30, 1999, promote and expand membership of the Capitol Rideshare Commuter Club by 5 percent.

Outcome Measures

- Increase percentage of state employees in Maricopa County who are actively telecommuting to 15 percent.
- By June 30, 1999, coordinate the State's participation in the Clean Air Campaign and achieve an overall participation rate of at least 10.5 percent.
- Increase the number of agency sites that achieve their trip reduction goals to 20.
- Increase bus ridership by another 5 percent.
- Maintain customer satisfaction ratings of 100 percent.



STATE OF ARIZONA

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ATTORNEY GENERAL

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**INTERGOVERNMENTAL AGREEMENT**  
**DETERMINATION**

A.G. Contract No. KR98-1780TRN, an agreement between public agencies, has been reviewed pursuant to A.R.S. § 11-952, as amended, by the undersigned Assistant Attorney General who has determined that it is in the proper form and is within the powers and authority granted to the State of Arizona.

No opinion is expressed as to the authority of the remaining parties, other than the State or its agencies, to enter into said agreement.

DATE September 4, 1998.

GRANT WOODS

Attorney General

A handwritten signature in black ink, appearing to read "James R. Redpath", is written over a horizontal line.

JAMES R. REDPATH

Assistant Attorney General

Transportation Section

JRR:et/15032

Enc.